

# **EXHIBIT S**

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PTO Form 1478 (Rev 9/2006)

OMB No. 0651-0009 (Exp 12/31/2008)

## Trademark/Service Mark Application, Principal Register

**Serial Number: 85017208**
**Filing Date: 04/19/2010**

The table below presents the data as entered.

Input Field	Entered
<b>SERIAL NUMBER</b>	85017208
<b>MARK INFORMATION</b>	
*MARK	iXL
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	iXL
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font, style, size, or color.
REGISTER	Principal
<b>APPLICANT INFORMATION</b>	
*OWNER OF MARK	MATTEL, INC.
*STREET	333 CONTINENTAL BOULEVARD
INTERNAL ADDRESS	M1-1518
*CITY	EL SEGUNDO
*STATE (Required for U.S. applicants)	California
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants only)	90245
<b>LEGAL ENTITY INFORMATION</b>	
TYPE	corporation
STATE/COUNTRY OF INCORPORATION	Delaware

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**GOODS AND/OR SERVICES AND BASIS INFORMATION**

<b>*INTERNATIONAL CLASS</b>	009
<b>*IDENTIFICATION</b>	HANDHELD MOBILE COMPUTER INCORPORATING A MUSIC PLAYER, CAMERA, DIGITAL NOTEBOOK AND ELECTRONIC PHOTO ALBUM; COMPUTER SOFTWARE FOR USE IN READING ELECTRONIC BOOKS, PLAYING COMPUTER GAMES, CREATING AND VIEWING ART, PLAYING MUSIC, WORD PROCESSING, AND CREATING AND VIEWING PHOTO ALBUMS, ALL FOR A HANDHELD MOBILE COMPUTER
<b>FILING BASIS</b>	SECTION 1(b)
<b>*INTERNATIONAL CLASS</b>	028
<b>*IDENTIFICATION</b>	TOYS AND GAMES, NAMELY, HANDHELD GAMES WITH LCD DISPLAY FOR READING ELECTRONIC BOOKS, PLAYING COMPUTER GAMES, CREATING AND VIEWING ART AND PHOTO ALBUMS, PLAYING MUSIC AND WORD PROCESSING
<b>FILING BASIS</b>	SECTION 1(b)

**ATTORNEY INFORMATION**

<b>NAME</b>	DONALD AIKEN
<b>FIRM NAME</b>	MATTEL, INC.
<b>STREET</b>	333 CONTINENTAL BOULEVARD
<b>INTERNAL ADDRESS</b>	M1-1518
<b>CITY</b>	EL SEGUNDO
<b>STATE</b>	California
<b>COUNTRY</b>	United States
<b>ZIP/POSTAL CODE</b>	90245
<b>PHONE</b>	310-252-5912
<b>OTHER APPOINTED ATTORNEY</b>	MICHAEL MOORE

**CORRESPONDENCE INFORMATION**

<b>NAME</b>	DONALD AIKEN
<b>FIRM NAME</b>	MATTEL, INC.
<b>STREET</b>	333 CONTINENTAL BOULEVARD

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<b>INTERNAL ADDRESS</b>	M1-1518
<b>CITY</b>	EL SEGUNDO
<b>STATE</b>	California
<b>COUNTRY</b>	United States
<b>ZIP/POSTAL CODE</b>	90245
<b>PHONE</b>	310-252-5912
<b>FEE INFORMATION</b>	
<b>NUMBER OF CLASSES</b>	2
<b>FEE PER CLASS</b>	325
<b>*TOTAL FEE DUE</b>	650
<b>*TOTAL FEE PAID</b>	650
<b>SIGNATURE INFORMATION</b>	
<b>SIGNATURE</b>	/donald b. aiken/
<b>SIGNATORY'S NAME</b>	DONALD AIKEN
<b>SIGNATORY'S POSITION</b>	ATTORNEY OF RECORD
<b>DATE SIGNED</b>	04/19/2010

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PTO Form 1478 (Rev 9/2006)  
OMB No. 0651-0009 (Exp 12/31/2008)

## Trademark/Service Mark Application, Principal Register

**Serial Number: 85017208**

**Filing Date: 04/19/2010**

### To the Commissioner for Trademarks:

**MARK:** iXL (Standard Characters, see mark)

The literal element of the mark consists of iXL.

The mark consists of standard characters, without claim to any particular font, style, size, or color.

The applicant, MATTEL, INC., a corporation of Delaware, having an address of

M1-1518,  
333 CONTINENTAL BOULEVARD  
EL SEGUNDO, California 90245  
United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 009: HANDHELD MOBILE COMPUTER INCORPORATING A MUSIC PLAYER, CAMERA, DIGITAL NOTEBOOK AND ELECTRONIC PHOTO ALBUM; COMPUTER SOFTWARE FOR USE IN READING ELECTRONIC BOOKS, PLAYING COMPUTER GAMES, CREATING AND VIEWING ART, PLAYING MUSIC, WORD PROCESSING, AND CREATING AND VIEWING PHOTO ALBUMS, ALL FOR A HANDHELD MOBILE COMPUTER

Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

International Class 028: TOYS AND GAMES, NAMELY, HANDHELD GAMES WITH LCD DISPLAY FOR READING ELECTRONIC BOOKS, PLAYING COMPUTER GAMES, CREATING AND VIEWING ART AND PHOTO ALBUMS, PLAYING MUSIC AND WORD PROCESSING

Intent to Use: The applicant has a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services. (15 U.S.C. Section 1051(b)).

The applicant hereby appoints DONALD AIKEN and MICHAEL MOORE of MATTEL, INC.

M1-1518  
333 CONTINENTAL BOULEVARD  
EL SEGUNDO, California 90245  
United States

to submit this application on behalf of the applicant.

Correspondence Information: DONALD AIKEN

MATTEL, INC.

M1-1518

333 CONTINENTAL BOULEVARD

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EL SEGUNDO, California 90245  
310-252-5912(phone)

A fee payment in the amount of \$650 has been submitted with the application, representing payment for 2 class(es).

### Declaration

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /donald b. aiken/ Date Signed: 04/19/2010  
Signatory's Name: DONALD AIKEN  
Signatory's Position: ATTORNEY OF RECORD

RAM Sale Number: 1191  
RAM Accounting Date: 04/20/2010

Serial Number: 85017208  
Internet Transmission Date: Mon Apr 19 14:49:52 EDT 2010  
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- **Technical help:** For instructions on how to use TDR, or help in resolving **technical** glitches, please e-mail [TDR@uspto.gov](mailto:TDR@uspto.gov). If outside of the normal business hours of the USPTO, please e-mail [Electronic Business Support](#), or call 1-800-786-9199.

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- **Questions about USPTO programs:** Please e-mail USPTO Contact Center (UCC).

**NOTE:** Within any e-mail, please include your telephone number so we can talk to you directly, if necessary. Also, include the relevant serial number or registration number, if existing.